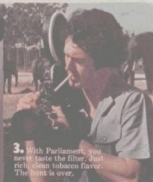




1. Jungle John Wagner claimed he'd be just without his hand-carved, rhino-busk cigarette holder. He found it gave him cleaner taste.



2. No need for a cigarette holder today. You've got Parliament. The recessed filter is tucked back, away from your lips.



3. With Parliament, you never taste the filter. Just rich, clean tobacco flavor. The hunt is over.

Parliament. The recessed filter cigarette.
It works like a cigarette holder works.



King 11 mg "tar," 1.1 mg. nicotine—
av. per cigarette by FTC method.
Parliament, 1974 (Sept. 7)

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

